



## **GyPSii Awarded Core Patent in Mobile Social Networking**

*"Friend Finding" now secured by patent for  
transmission of location-based information between mobile devices*

**23rd June, 2009 - Salo Finland and Amsterdam, The Netherlands** - GeoSentric Oyj (NASDAQ OMX: GEO1V), developers of the award-winning GyPSii mobile social networking application ([www.gypsi.com](http://www.gypsi.com)), today announced that the European Patent Office (EPO) has granted an EU-wide patent for the transmission of location-based information between devices and the subsequent publishing of that information for viewing on a map. This feature represents what the industry has coined "friend finding," and as such, is the cornerstone of the combination of mobile social networking and location based services.

This significant Friend Finding patented technology enables GyPSii users to locate and share information with friends to view on a map, and further protects intellectual property enabling key features such as pushing user generated place content or requesting a friend's location so they can meet-up, on mobile devices. The company uses the patented technology in the friend finding capability to allow users to share their location over a mobile device. Users can request or share their location and a favorite place location with one or many friends, from mobile device to mobile device, and view the location on a map on the device/s.

"Location adds context to the GyPSii social networking experience. It allows people to create, connect and share while on the move exploring their world," explained Dan Harple, Executive Chairman of GeoSentric and GyPSii. "The granting of this Patent to our technology portfolio rewards our continuous pursuit of innovation and adds enormous value to our Intellectual Property assets."

The patent is the first of 6 patent technologies developed by GyPSii to be granted by the Patent Office. The capability can also be applied in other uses such as Fleet Management, Field Operations and Emergency Services. The patented technology is additionally embedded in the company's line of TWIG products.

The GyPSii application is available across a wide range of devices, including Samsung, Nokia, LG, Apple iPhone and BlackBerry handsets. For a full list of supported devices, or to download GyPSii now, go to: [www.gypsi.com/m](http://www.gypsi.com/m). Chinese users should go to: [www.gypsi.com.cn/m](http://www.gypsi.com.cn/m) for local language support.

**ENDS**

**ABOUT GEOSENTRIC Oyj (GyPSii):**

GeoSentric's GyPSii is the market-leading mobile digital lifestyle application and geo-mobility social networking platform: connecting people, places and communities across networks and devices. Based in Salo, Finland and Amsterdam, The Netherlands, GeoSentric operates offices in North America, Europe and Asia Pacific. GeoSentric is listed on the Nordic Exchange (NASDAQ OMX: GEO1V)). For more information, visit [www.gypsii.com](http://www.gypsii.com) and [www.gypsii.com.cn](http://www.gypsii.com.cn) © 2009 GeoSentric. All rights reserved.

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